



706-556-0401  
P.O. Box 99  
Harlem, Georgia 30814  
HarlemMuseumAndWelcomeCenter.Com



706-556-3448  
135 N. Louisville Street  
Harlem, Georgia 30814  
Harlemga.org



## 37<sup>th</sup> Annual Oliver Hardy Festival Sponsorship Opportunities

**\*Sponsorships must be received by Friday, August 28, 2026, to secure the free vendor space at the festival and to be included on the shirt and/or the festival program. The vendor spaces are available on a *first come first serve basis*. Your business can still be listed as a festival sponsor after applying, but only on social media and our website ([harlemmuseumandwelcomecenter.com](http://harlemmuseumandwelcomecenter.com)).**

### Outwitting Dad Sponsor \$50.00-\$499.00

- 1/4-page advertisement with company logo in the festival program.
- Sponsoring mention in social media advertisements.
- **Sponsor's business name listed on the museum's website (not a logo).**

### The Lucky Dog Sponsor \$500.00-\$999.00

- 1/2-page advertisement with company logo in the festival program.
- Sponsoring mention in social media advertisements.
- Sponsor's business name listed on the museum's website (not a logo).
- Single vendor spacing *if requested* before August 28, 2026.

### Way Out West Sponsor \$1000.00-\$1499.00

- 1/2-page advertisement with company logo in the festival program **with additional information if requested.**
- Sponsoring mention in social media advertisements
- Single vendor spacing *if requested* before August 28, 2026.
- Sponsorship mention on TV commercials for Oliver Hardy Festival 2026

### The Music Box Sponsor \$1500.00+

- Full page advertisement with company logo in the festival program **with additional information if requested.**
- Sponsoring mention in social media advertisements
- Business name added to the back of the official 36<sup>th</sup> Annual Oliver Hardy Festival shirt
- Single vendor spacing *if requested* before August 28, 2026.
- Sponsorship mention on TV commercials for Oliver Hardy Festival 2026
- Business logo added to the Oliver Hardy Festival section of the Harlem Museum and Welcome Center website from date of sponsorship until the next Oliver Hardy Festival



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### Sponsorship Levels

Levels	Outwitting Dad	The Lucky Dog	Way Out West	The Music Box
Listed in the festival program*				
Mention in social media shout outs				
Free Vendor Space*				
Your business mentioned on festival ads				
Your logo added to the museum's website for 1 year				
Your business name on the official festival shirt!				



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## **SPONSOR GUIDELINES & APPLICATION**

### **37<sup>th</sup> ANNUAL OLIVER HARDY FESTIVAL**

**SATURDAY, OCTOBER 3, 2026**

**9:00 AM – 3:00 PM**

**Downtown Harlem, Georgia**



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## **SPONSOR INFORMATION**

**BOOTH SIZES ARE APPROXIMATELY 15' WIDTH x 12' LENGTH AND WILL BE MARKED ACCORDINGLY. The 12' depth is to make sure no one is blocking the parade route. This has happened in the past few years, so City Hall and the Oliver Hardy Festival Steering Committee has decided to return to the 12' x 15' space sizes. This is for safety reasons.**

**. CHILDREN/YOUTH GROUPS TAKE PRIORITY OVER ADULT GROUPS.**

### **IMPORTANT INFORMATION**

- **APPLICATION DEADLINE: FRIDAY, AUGUST 28, 2026**
- **SPONSOR LOCATIONS WILL ONLY BE ASSIGNED ONCE APPLICATION DEADLINE PASSES & ALL FEES ARE RECEIVED. NO LOCATION REQUESTS WILL BE ACCOMMODATED BUT WILL BE TAKEN INTO CONSIDERATION.**
- **SPONSOR SPACES WILL BE ASSIGNED ON A FIRST COME – FIRST SERVE BASIS.**
- **CASH, CHECKS AND MONEY ORDERS ARE ACCEPTED.**
- **SPONSORS NEED TO PAY IN FULL WITH THEIR COMPLETED APPLICATION IN ORDER TO APPLY. JUST BECAUSE A SPONSOR HAS APPLIED AND PAID DOES NOT GUARANTEE A SPACE. IF DENIED ENTRY FOR A REASON DEEMED NECESSARY BY THE OLIVER HARDY FESTIVAL STEERING COMMITTEE, THEN THE SPONSOR WILL BE ISSUED A REFUND BY HARLEM CITY HALL.**

**The City of Harlem and the Oliver Hardy Festival Committee reserves the right to decline vendor(s) OR sponsor(s) due, but not limited, to: #1 – past concerns or issues with any sponsor/vendor/exhibitor; #3 – sponsors exhibiting/selling items that are not approved or deemed inappropriate for the event. KNIVES, GUNS (WEAPONS OF ANY KIND), SILLY STRING, STINK BOMBS/POPPERS, AGE RESTRICTED ITEMS, AND FLEA MARKET/YARD SALE ITEMS ARE STRICTLY PROHIBITED!**

**Submission of application and sponsorship fee that has been processed does NOT guarantee a space in the Oliver Hardy Festival. If the sponsor spaces have been filled, then you can be added to a waiting list.**



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### \*RULES\*

1. Exhibitor (the Sponsor) must provide their set up and equipment. **No tents, tables, chairs, water or electricity will be provided by the City of Harlem.**
2. Merchandise and storage/packing containers cannot block aisles or be set up in public walking areas and on sidewalks. This includes the access lanes to the festival (all roads leading in). All supplies must be contained within your assigned space. All power cords that cross walking paths must be taped down or covered to avoid trip hazards. **POWER CORDS ARE FOR GENERATORS ONLY – DO NOT PLUG INTO A BUILDING UNLESS YOU OWN THE BUILDING.**
3. Booth fee and space will be forfeited if exhibitor does not set up on time. Booth spaces cannot be sublet to another vendor without prior approval by the City of Harlem or the Oliver Hardy Festival Committee. Any sponsor that gives their space to a vendor or trades during the festival will forfeit their sponsorship deposit and will be given a warning and told to move to their original space. Continuing to move and/or trade spaces in future festivals will result in a ban.
4. Spaces will be assigned prior to the event **ONLY** after Vendor Application & Payment have been received. **SPONSORSHIP FEES ARE REFUNDABLE**, so in the event of a cancellation, your sponsorship can either be refunded or forwarded to a future event. All sources will be considered before cancelling The Oliver Hardy Festival. Checks should be made payable to the **CITY OF HARLEM & ‘MEMO’ OLIVER HARDY FESTIVAL 2026**. In the event of a cancellation, sponsors have the choice to forward their sponsorship to the Christmas in Harlem, Georgia Festival or to the next Oliver Hardy Festival. However, the Christmas in Harlem, Georgia Festival does *not* have special sponsorship categories. Please keep that in mind.
5. Sponsors giving out or selling food items can only sale “snack” type foods, meaning: pre-packaged chips, bottled water, sponsor branded items, etc.
6. Georgia Sales Tax must be charged on all sales. Each vendor/sponsor is responsible for collecting and turning in applicable taxes to:

Georgia Department of Revenue  
Compliance Division  
Augusta Regional Office  
G-1, 610 Ronald Reagan Drive  
Augusta, GA 30809

You will receive a copy of the “Miscellaneous Events” form FS-32 in your sponsor package, upon approval. Your sponsor package includes set up and break down instructions for the day of the event *if you have requested a space*, a sponsor pass that must be set in your vehicles’ dashboard and all persons in your group must have a copy of the pass at all times while they are at the event.

7. Sponsor booths must be staffed and “open for business” at all times during operating hours. No exhibitor will be allowed to leave the venue prior to the close of the event without consulting with one of the members of the Oliver Hardy Festival Steering Committee before the festival. Any emergencies will be taken into consideration.
8. **NO VEHICLES** will be allowed in the festival area (parked or in motion) during operating hours without prior approval. You must drive to your vendor space, unload your vehicle, go park your vehicle, then return to your vendor space and assemble/set up your booth. **ALL VEHICLES MUST BE OFF THE STREET BY 7:45 AM.**



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9. All tents must be free standing. DO NOT anchor tents by drilling through the asphalt or cement. DO NOT insert stakes into the grass if placed on the library lawn. USE A BUCKET FILLED WITH SAND OR WATER.

10. The City of Harlem and Festival Committee will not accept responsibility for lost or stolen items, nor loss of profit due to sales.

11. Sponsors must cease all sales/advertisements and begin to dismantle their exhibit promptly at the end of the event.

12. The Harlem Public Safety, as well as the Columbia County Sheriff's Office deputies, their Auxiliary, ATV Unit Officers and their Reserve Officers, have the authority to uphold all rules and regulations.

13. **NO PETS** are allowed in booth spaces or at the festival. Service animals are welcome. Petting zoos are welcome.

14. No vendor is to go past their space diameters with merchandise or displays. There is to be no "walking vendors" with carts – everything for sale must remain within their 12"x15" space. The same applies to sponsors except for flyers and freebie items to advertise your business.

15. No person or vendor, nor sponsor should be in front of their booth during the Oliver Hardy Festival Parade if your booth is on the main road (North Louisville). The Parade starts at 10 am. THIS IS A SAFETY REQUIREMENT.

16. Age restricted merchandise is not to be sold at the Oliver Hardy Festival. This includes but is not limited to alcohol, pornographic items, nicotine products, CBD products, weapons of any kind, etc.

17. No vendor or sponsor is allowed to sell Laurel & Hardy-themed merchandise without prior approval from the Larry Harmon Picture Company (LHPC). *Laurel & Hardy are copyrighted. You must contact the LHPC for permission before use. The City of Harlem and the Oliver Hardy Festival Steering Committee are NOT RESPONSIBLE FOR VENDORS AND SPONSORS WHO CHOOSE TO VIOLATE COPYRIGHT LAWS.*

**NOTE: Violation of the vendor/sponsor guidelines will result in a ban from participating in future City of Harlem, Georgia events and forfeiture of all paid fees and sponsorships.**

If you have any questions please contact:

Meghan Foster, Harlem Museum and Welcome Center Director or one of the museum staff members

Meghan Foster: [mfoster@harlemga.org](mailto:mfoster@harlemga.org)

Sina Trotman: [strotman@harlemga.org](mailto:strotman@harlemga.org)

Ilissa Washburn-Goodhart: [iwashburn@harlemga.org](mailto:iwashburn@harlemga.org)

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**37th OLIVER HARDY FESTIVAL SPONSOR AGREEMENT  
 SATURDAY, OCTOBER 3, 2026  
 9 AM – 3 PM  
 2026 THEME: Laurel & Hardy’s “Swiss Miss” (1938)**

PLEASE CHECK TYPE OF SPONSOR CATEGORY: (All fees are PER SPACE; each space is approximately 12’ x 15’)

- OUTWITTING DAD (\$50-\$499)
- THE LUCKY DOG (\$499-\$999)
- WAY OUT WEST (\$1000-\$1499)
- THE MUSIC BOX (\$1500 or more)

Sponsors will be assigned spaces by the Oliver Hardy Festival Committee on a first come, first served basis *and only if the space is requested in this application.*

SPONSORING BUSINESS NAME: \_\_\_\_\_

WAS THIS SPONSOR IN A PREVIOUS OLIVER HARDY FESTIVAL AS A VENDOR OR A SPONSOR?  
 YES \_\_\_ NO \_\_\_

BUSINESS OWNER’S NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL (REQUIRED) \_\_\_\_\_

**\*\*\*ALL SPONSORS MUST HAVE ACCURATE CONTACT INFORMATION IN THE CHANCE WE NEED TO REACH OUT TO YOU\*\*\***

**ITEMS TO BE SOLD OR GIVEN AWAY FOR ADVERTISING PURPOSES:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**DO YOU NEED A SPONSOR SPACE AT THE FESTIVAL? (ONLY ONE SPACE IS PERMITTED PER SPONSOR CATEGORY AT THE LUCKY DOG LEVEL OR HIGHER). YES \_\_\_ NO \_\_\_**

**For Staff Use Only:**



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**LAUREL & HARDY BOOTH DESIGN CONTEST**

**WILL YOU BE PARTICIPATING IN THE LAUREL & HARDY-THEMED BOOTH CONTEST?**

YES \_\_\_ NO \_\_\_

Laurel & Hardy booth contest applies to all vendors. **Sponsors may participate but are not included in the judging process and will not win a prize.** The Laurel & Hardy-themed booth contest will be judged by the Oliver Hardy Festival Steering Committee, or someone designated by the Oliver Hardy Festival Steering Committee.

**The Laurel & Hardy booth contest must be themed based on the Laurel & Hardy movie, “Swiss Miss” (1938).** Bowler hats, neckties, bowties, and costumes are acceptable. If you would like any ideas for decorating, please contact the Harlem Museum and Welcome Center, the Home of the Laurel & Hardy Museum of Georgia.

**Place your initials in each blank space before the agreement indicating you understand.**

\_\_\_ I agree to abide by all rules and regulations set forth by the City of Harlem for this event. I agree with the Oliver Hardy Festival Committee assigning the booth location. Any violation of these rules and regulations will result in termination of application and forfeiture of all paid fees.

\_\_\_ I understand that my submission of application and payment that has been processed does NOT guarantee a space in the Oliver Hardy Festival. **If the sponsor spaces have all been claimed, then we can add your business to a waiting list.**

**SPONSOR (Business Owner/Representative) Signature \_\_\_\_\_**  
**Date \_\_\_\_\_**

**Double-check that all information is on the SPONSOR application. If a section of the printed application is cut off, unreadable, or not completed, then the application and payment will be returned to you.**

**Please make checks and money orders payable to the City of Harlem and send payment, along with your COMPLETED application, to:**

**The City of Harlem  
 ATTN: Oliver Hardy Festival Steering Committee  
 P.O. Box 99  
 Harlem, GA 30814**

**APPLICATION DEADLINE IS FRIDAY AUGUST 28, 2026, BY 4:00 PM**